

PR and Communications Level 4 Standard

Industry-led apprenticeship provider

Why work with The Juice Academy?

Industry-led Apprenticeship Provider

The Juice Academy is a multi award-winning, industry-led apprenticeship provider which has the unique model whereby all training being delivered by top notch, practicing industry specialists. This means apprentices will be given not just 100% up to date technical skills but also the life skills needed to be an amazing part of their team. With over a decade of experience, The Juice Academy inspires and nurtures the best talent which has employers coming back for more!

Partnered with Industry Experts

We have recently partnered with Smoking Gun to deliver the PR and Communications L4 apprenticeship, where all training is delivered by current industry experts. We will continue to partner with new organisations so we can increase the number of available apprenticeships and help to get even more people upskill.



Increased Diversity and High Retention Rate

This innovative programme equips apprentices with the skills and knowledge to thrive in today's ever-evolving PR landscape, regardless of their background. We believe diverse perspectives are crucial for success in modern PR. There are fewer barriers to apprenticeships, and our curriculum is designed to be accessible and attract a wider pool of talented individuals.

Our high retention rate of over 85% after completion of our apprenticeship programme is a testament to the quality of our programme and the dedication of our team. We believe that investing in apprenticeships is not only good for the individual but also for the organisation, creating a loyal workforce.

Our programme provides individuals with the opportunity to gain practical experience, develop new skills, and contribute to the success of your organisation. In return, we offer a clear path for career development and growth.

The Academy's founding apprenticeship was the first industry-led social media apprenticeship programme in the UK. We're now really proud to launch one of the first industry-led PR and Communications apprenticeships, delivered by the award-winning Smoking Gun, backed by our proven track record of high quality training and development opportunities for apprentices across the country.



Smoking Gun: Daring moves with game-changing rewards

The agency boasts an enviable client roster from the NHS to Alton Towers Resort, PG Tips to Interflora and a diverse range of sectors inbetween.

Their 3i proven process; inspired insights, ingenious ideas & intelligent measurement, has seen them help clients achieve both communications and business goals resulting in over 80 peer judges award wins, including 7 global effectiveness awards from their Manchester HQ.

It's highly experienced senior team blend years of newsroom know how

with digital darers, savvy strategists and creative can do-ers.

Their combined mission is to shift consumer behaviour and build trust. They change perceptions and move audiences.

They do intelligent, disruptive, ingenious communications campaigns - that solve real business problems.





The apprenticeship programme

Course delivered by Multi Award Winning Apprenticeship Provider

The modern PR environment requires a broader range of knowledge and skills than ever before. Public Relations and Communications Assistants combine marketing, sales, and content creation to influence customer behaviour and communicate with their audience.

Our Level 4 Public Relations and Communications Assistant gives learners access to award winning PR agency experts Smoking Gun PR and their wealth of experiences and knowledge running integrated PR campaigns for high profile clients.

Why should I hire an apprentice?

Hiring a PR professional can offer numerous advantages for your organisation. Here are some reasons why you should consider hiring a PR apprentice:

- Increases diversity and retention
- Fresh perspective, bringing innovative ideas to your organisation
- Cost effective
- Support with crisis management and media relations
- Stay up to date with industry insights
- Loyalty to your workforce

Our programmes offer cost-effective solutions to employers while also giving apprentices industry experience.







Upskilling current employees

If you are a levy payer, you can use your levy funds to upskill your existing staff with the PR and Communications apprenticeship programme. This is a great way to enhance their PR and Comms skills, boost their productivity and motivation, and retain their talent. For non-levy payers, the government funds 95-100% of the training, the maximum contribution from you is £550.

Whether you want to train your junior staff, your current PR team, or someone in a different department, the PR and Communications apprenticeship programme can cater to your needs and help you achieve your business goals.

Don't miss out on this opportunity to develop the next generation of public relations professionals, making a real impact to your business and the sector. Start your Juice journey today!

The PR and Communications apprenticeship programme covers

 How to run effective creative campaigns	 Reporting and evaluation	 Reputation management and crisis comms
 Media relations	 Digital PR	 Influencer marketing

Course Overview:

- 15 - 18 month programme, including a 3 month End Point Assessment.
- In-person classroom training in Manchester
- Option to attend remotely for further afield apprentices
- Training delivered by Smoking Gun PR

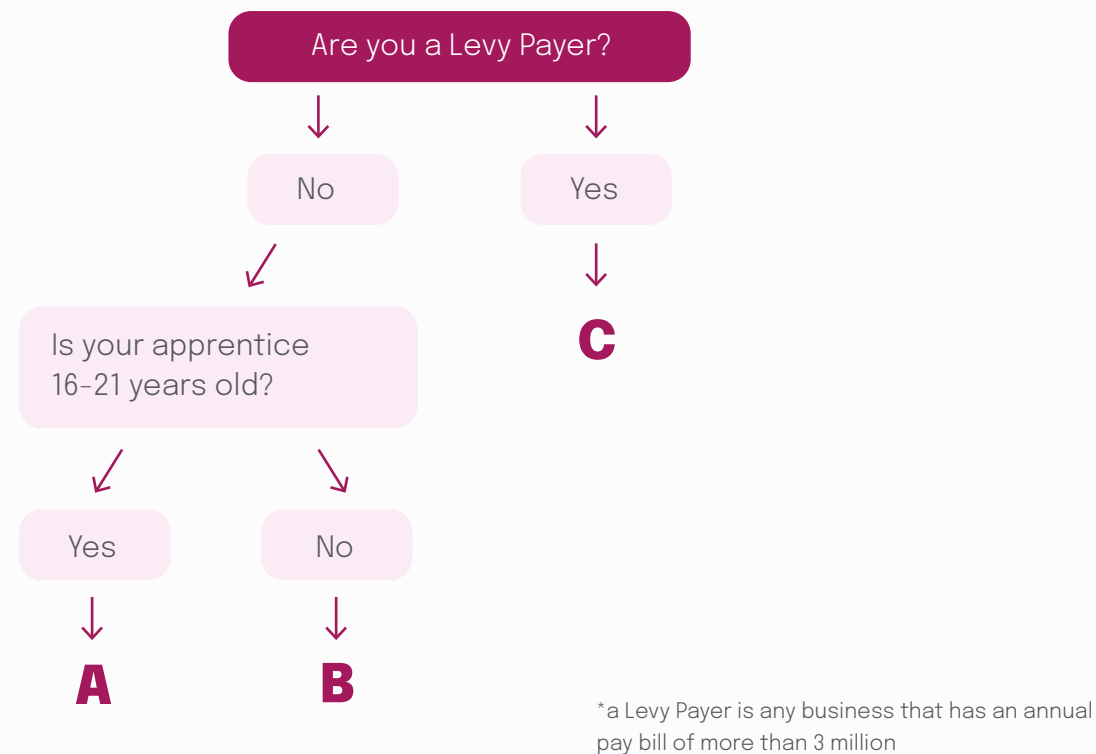
94% Distinction rate



85% Retention rate



Costing



Businesses pay apprentices directly, a new hire is usually paid £16,000–21,000 for their first year, rising to National Minimum Wage after 12 months. You don't pay NI for apprentices under 25. We encourage businesses to pay more to help with recruitment and retention.

If your apprentice is 16–18 years old, Levy and non-levy payers will receive £1,000 Government incentive (50% paid at 3 months and 50% at 12 months)

Training costs are below:

- A** Cost of training £0

- B** Cost of training maximum £550

- C** Cost of training £11,000 (from your Levy account)

Recruitment

For a fee of £1,000+VAT, we take care of all the recruiting, thorough vetting and shortlisting on your behalf – you just turn up for the interviews!

We are proud to have a very diverse candidate pool; different ages, ethnicities and social backgrounds. We have school & college leavers, university graduates, as well as people looking for a change in career.

Alternatively you can look after your own recruitment or upskill your existing staff.

Whatever direction you take, together we are about to embark on an exciting Juice journey!



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